

Next steps

11/25/91 Visibility study

Issues

- Form Design

- All one middle - width +
break-up flow outside, exterior, inside

- Question Clarity:

- Visual on OPB

- Most prominent vs most pieces

- Counter displays - do back-to-
count

- Need color copy of Post materials
to distinguish funded vs well-maintained

OPB, Baric & Root Webster for review

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Visibility Study

Need to:

- Segment by Exterior, Shady Interior

- Exterior & Interior facing outside
clarity definitions

Clutter definition

- Difficult to locate your brand

- IS covered display

- Need to clarify front vs rear

o Difference between Most ~~map~~ Brand
prominence & Tigr
(Tigr vs Brand)

- Need color copies of current
Marlboro pop

- Need example of Premium Brand in one

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